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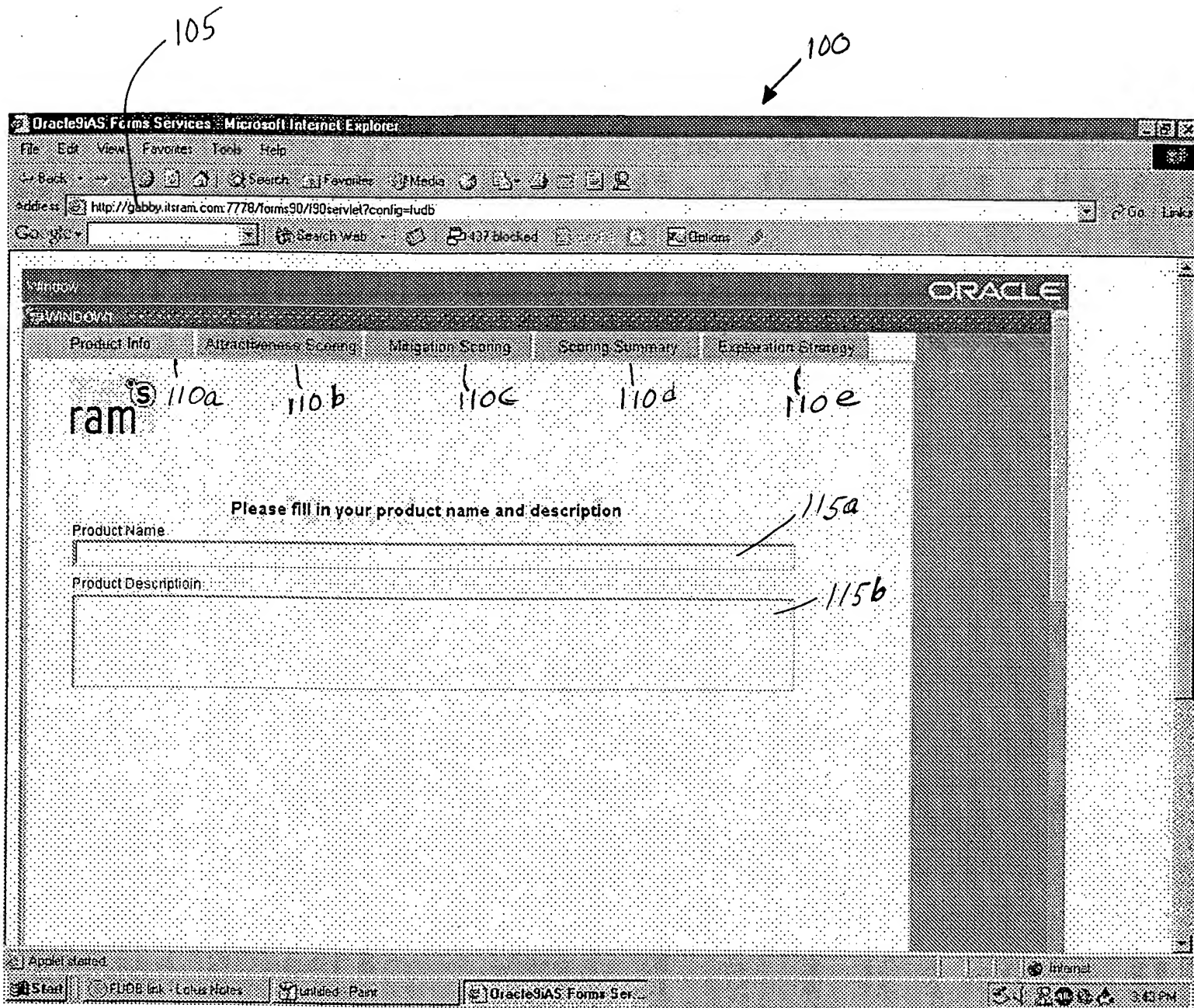


FIGURE 1

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Oracle9iAS Forms Services - Microsoft Internet Explorer

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Window

ORACLE

Product Info Attractiveness Scoring Migration Scoring Scoring Summary Exploration Strategy

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125a
Sensory

120

Images

- ☐ No Face/Character/Object
- ☐ Simple Outline of Face
- ☐ Human Face
- ☐ Recognizable Character
- ☐ Generic Character
- ☐ Recognizable Objects
- ☐ Abstract Recognizable Images

Color

- ☐ Non-Primary/Neutral
- ☐ Primary/Bright
- ☐ Black/White
- ☐ Multiple Contrasting Colors
- ☐ Shiny/Reflective

Textures

- ☐ Bumpy/Textured
- ☐ Soft/Furry
- ☐ Rubbery/Pliable/Squeezable
- ☐ Smooth
- ☐ Hard

Movement

- ☐ Stationary
- ☐ Manual Movement
- ☐ Moderate Movement
- ☐ Fast Movement

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FIGURE 24

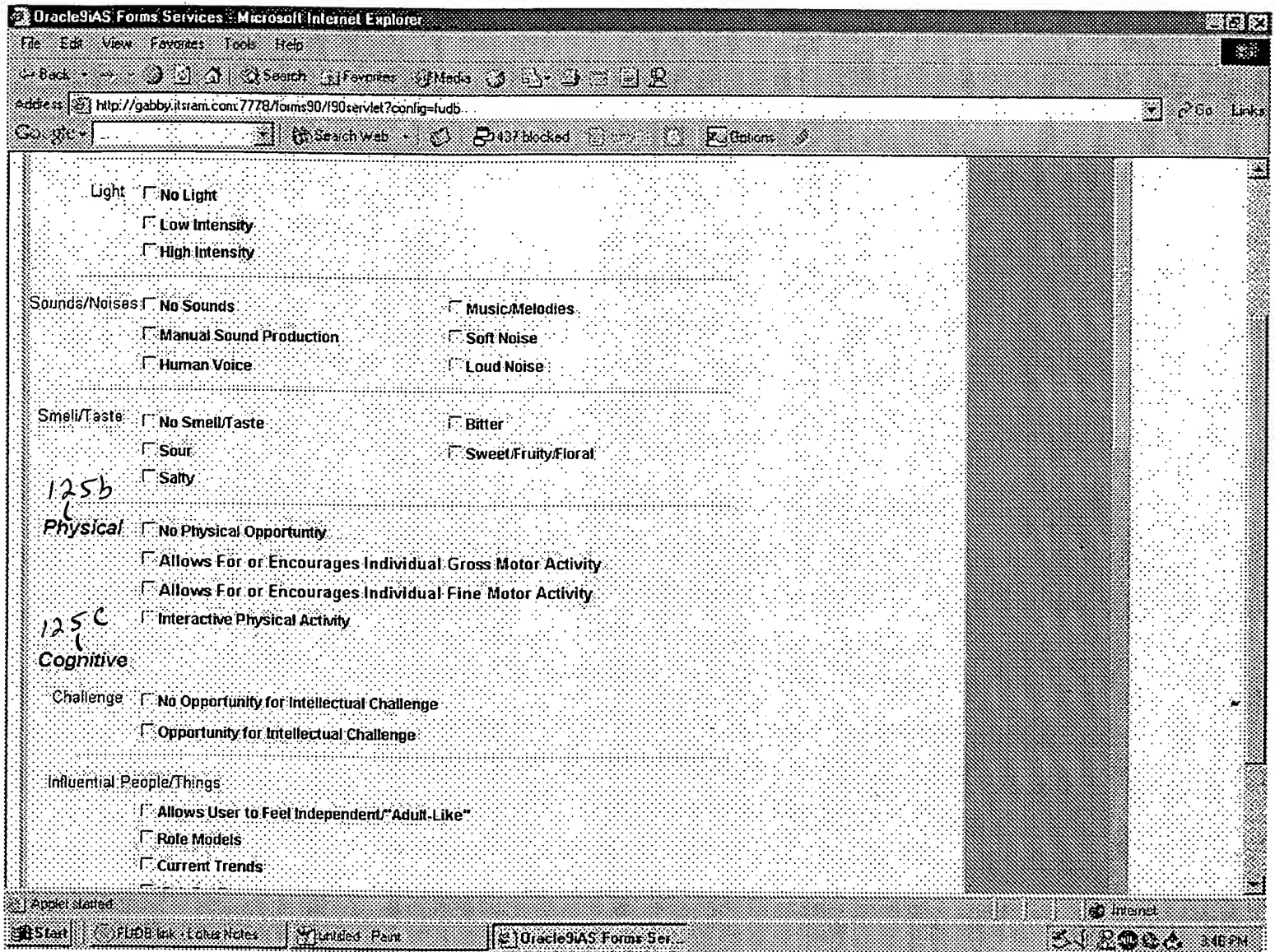


FIGURE 2B

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Submit 134

	Images	Color	Textures	Movement	Light	Sounds/Audios	Smell/Taste	Physical	Challenge	Intellectual/People/Things	TOTAL
Birth to 3 months											
4 to 7 months											
8-11 months											
12-18 months											
19-23 months											
2 years											
3 years											
4-5 years											
6-8 years											
9-12 years											
13-17 years											
18-25 years											
Young Adult											
Mature Adult											
Junior Elderly											
Senior Elderly											

135a

High Interest Moderate/High Interest Moderate Interest Moderate/Low Interest None/Low Interest

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FIGURE 2E

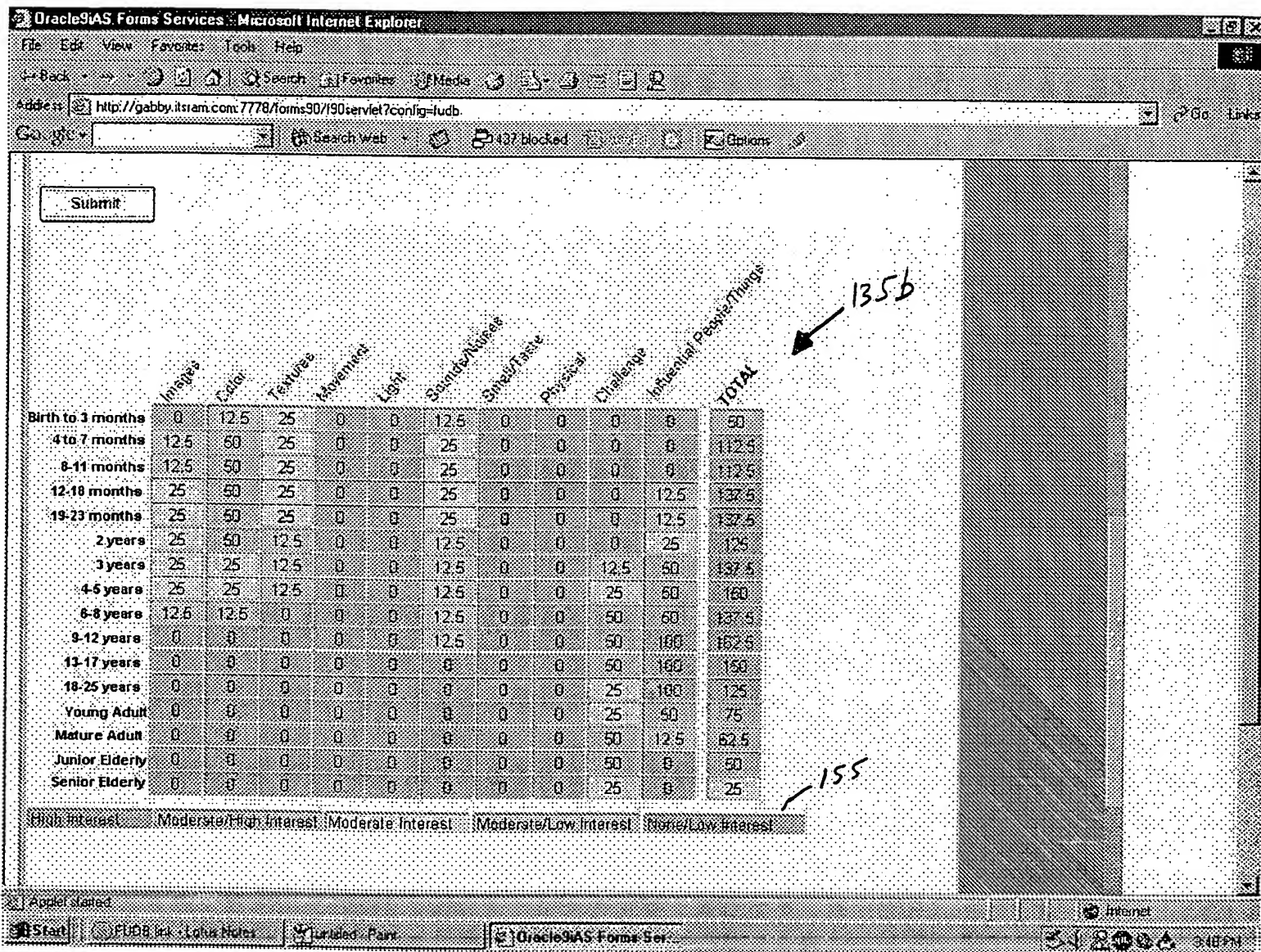


FIGURE 2F

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Product Info Attractiveness Scoring Mitigation Scoring Scoring Summary Exploration Strategy

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Caregiver Perception

1. Does the product have any hazards that will be obvious to the "average" caregiver or parent? ☐

2. Will a caregiver be familiar with this particular product or this type of product? ☐

3. Will a caregiver recognize and/or trust the brand name of this product? ☐

4. Does the product require adult assistance to be used? ☐

5. Will the product be used in situations where there is a chance no caregiver will be present (e.g. in bed at night, outdoors, at school)? ☐

143

User Perception

1. Does the product have any hazards that will be obvious to the intended user? ☐

2. Will the intended user be familiar with this particular product or this type of product? ☐

3. Will the intended user recognize and/or trust the brand name of this product? ☐

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150

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FIGURE 3A

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Value

1. What price.value does the product have? - 151

Labeling Effectiveness

1. Is there a label? ☒ YES ☐ NO

2. Is the label clear and concise based on the following criteria?

An effective label includes:

- a description of the hazard
- the probability of the hazard occurring
- the severity of the hazard if it occurs
- how to avoid the hazard
- a comprehensible format
- an accessible location

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Perception Caption Electromagnetic

FIGURE 3B

153

Age Groups	Caregiver Perception								User Perception ¹				Value			Labeling Effectiveness			Subscore	OVERALL	
	Obvious Hazard	Product Familiarity		Brand Name Recognition		Require Adult Assistance		Unsupervised Use		Subscore	Obvious Hazard	Product Familiarity	Brand Name Recognition	Subscore	Low	Medium	High	No Label			Ambiguous Label
Age Groups	Birth to 3 months	Yes	No	Yes	No	Yes	No	Yes	No		Yes	No	Yes	No							
	4 to 7 months																				
	8-11 months																				
	12-18 months																				
	19-23 months																				
	2 years																				
	3 years																				
	4-5 years																				
	6-8 years																				
	9-12 years																				
13-17 years																					
18-25 years																					
Young Adults																					
Mature Adults																					
Junior Elderly																					
Senior Elderly																					

¹ The user in this case is a child consumer 0-14 years of age. It assumes no caregiver vigilance. After the age of 12 years, it is assumed that labeling will be considered (or not) by the user.

² The majority of caregivers or consumers will be aware of possible hazards. ³ Labeling effectiveness refers to caregivers in the age groups of birth through 12 years.

25 High Mitigation
12.5 Moderate/High Mitigation
6.3 Moderate Mitigation
3.1 Moderate/Low Mitigation
0 None/Low Mitigation

Very few, if any caregivers or consumers will be aware of possible hazards

FIGURE 3C

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	Changed Perception	User Perception	Value	Learning Effectiveness	TOTAL
Birth to 3 months					
4 to 7 months					
8-11 months					
12-18 months					
19-23 months					
2 years					
3 years					
4-5 years					
6-8 years					
9-12 years					
13-17 years					
18-25 years					
Young Adult					
Mature Adult					
Junior Elderly					
Senior Elderly					

None/Low Mitigal Moderate/Low Mitigatio Moderate Mitigation Moderate/High Mitigal High Mitigation

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FIGURE 3D

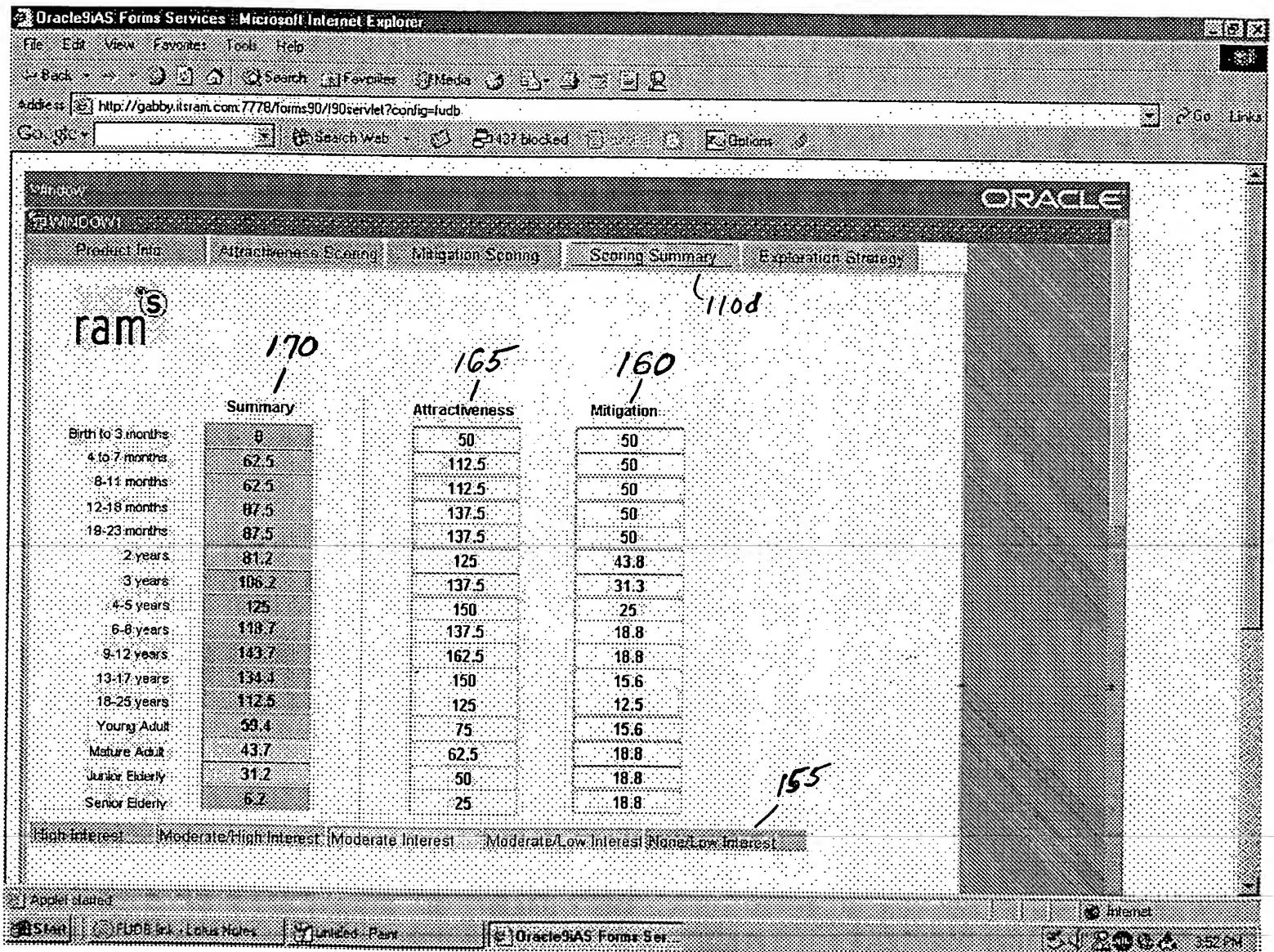


FIGURE 4

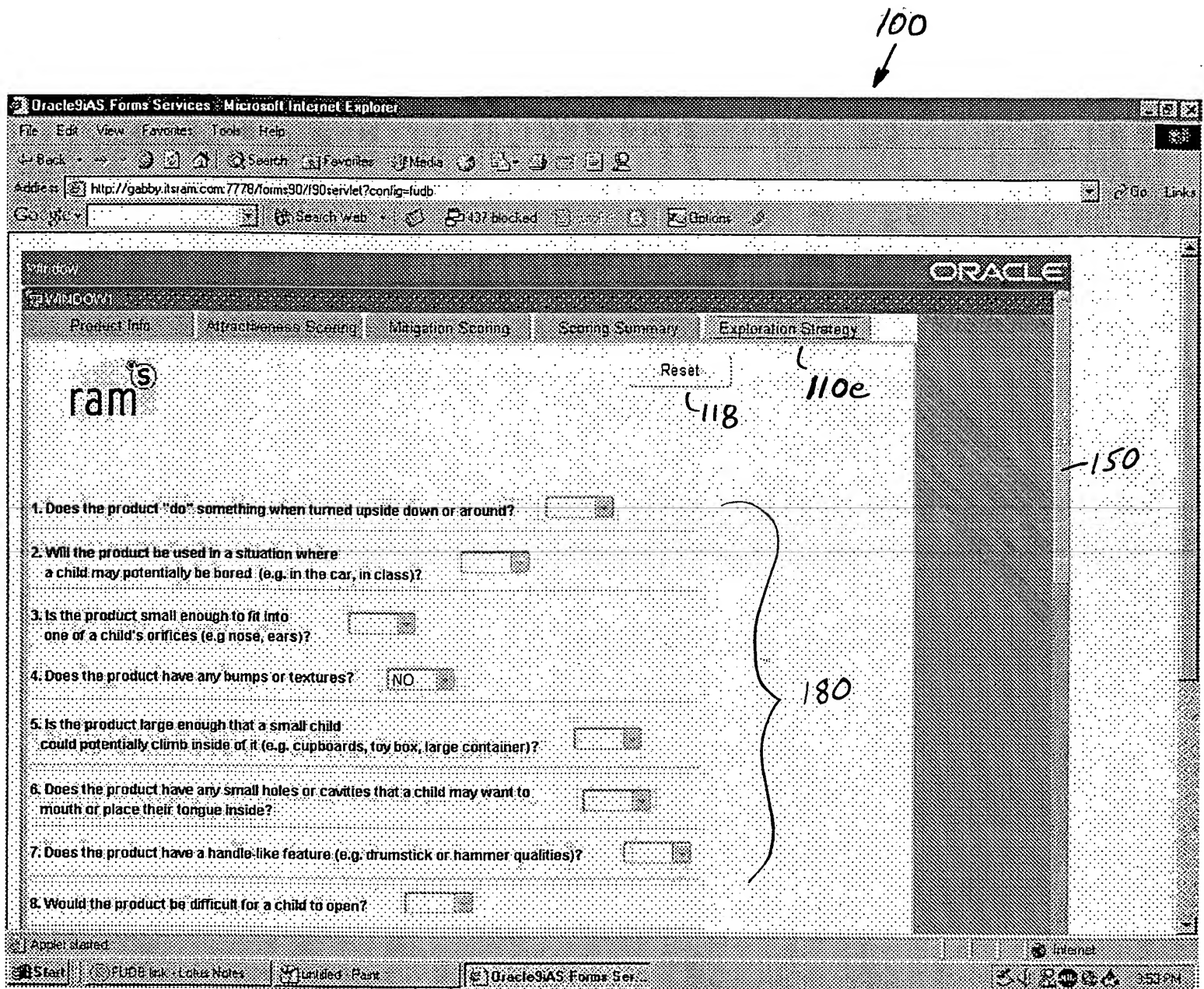


FIGURE 5A

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9. Is the product a projectile item (e.g. flying toy airplane, slingshot) or could it be used for such? ☐

10. Does the product have any ball shaped characteristics? ☐

11. Does the product have any pockets or compartments (either in whole or in part) that a child could use to fill and dump? ☐

12. Is the product in any way food related (e.g. food itself or objects associated with food like straws, cups, utensils)? ☐

13. Does the product have extended play value for a child (e.g. Legos)? ☐

14. Does the product encourage a child to use his or her imagination? ☐

15. Is the product likely to be used by a child when he or she may be confined (e.g. car seat, highchair, playpen, crib, school desk)? ☐

16. Is the product likely to be used in a location where a child will not be supervised (e.g. in bed at night, in the school lunchroom, at a friend's home)? ☐

17. Does the product (in whole or in part) have rubbery, pliable, or squeezable characteristics? ☐ NO

18. Does the product have batteries that are relatively accessible to an older child? ☐

19. Is the product associated with any media (e.g. cartoon, movies, tv shows) characters? ☐ NO

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FIGURE 5B

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20. Can the product be used by a child to help her/him become someone or something else (e.g. a teacher, a doctor, a superhero)? ☐

21. Does the product allow the user to manually move any parts or components? ☐

22. Does the product have any lights? ☐

23. Does the product taste or smell sweet, fruity, or floral? ☐

24. Does the product allow the user to have a feeling of independence? ☐

25. Is the product associated with any role models (e.g. real or fictional) consumers may have? YES ☒

26. Does the product emit any noises? YES ☒

27. Are the sides of the product significantly different? ☐

28. Does the product resemble any other products, objects, or characters that a child may be familiar with? ☐

29. Is the product intended to be used for any aggressive type play or could play with the product potentially turn aggressive (e.g. crashing cars, fighting superheroes)? ☐

30. Does the product change any of it's characteristics if thrown (e.g. changes shape, makes noises, etc.)? ☐

31. Does the product change any of it's characteristics if banged (e.g. changes shape, makes noises, etc.)? ☐

32. Does the product change any of it's characteristics if dropped (e.g. changes shape, makes noises, etc.)? ☐

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FIGURE 5C

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33. Is the product intended to challenge a child intellectually? ☒ YES

34. Does the product have any components that could be mixed together or that children may want to mix with other items? ☐

35. Is the product something that children would like to collect? ☐

36. Does the product feel cool in the mouth? ☐

37. Does the product encourage a child to suck on it (e.g. pacifiers, anything that creates suction in the mouth)? ☐

38. Is the product weighted in such a way that it will make a noise when dropped? ☐

39. Is the product weighted in such a way that it will make a noise when banged? ☐

40. Is the product weighted in such a way that it will make a noise when thrown? ☐

41. Does the product have any holes or cavities that a child could insert a body part (e.g. hand, arm, foot, leg) inside? ☐

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FIGURE 5D

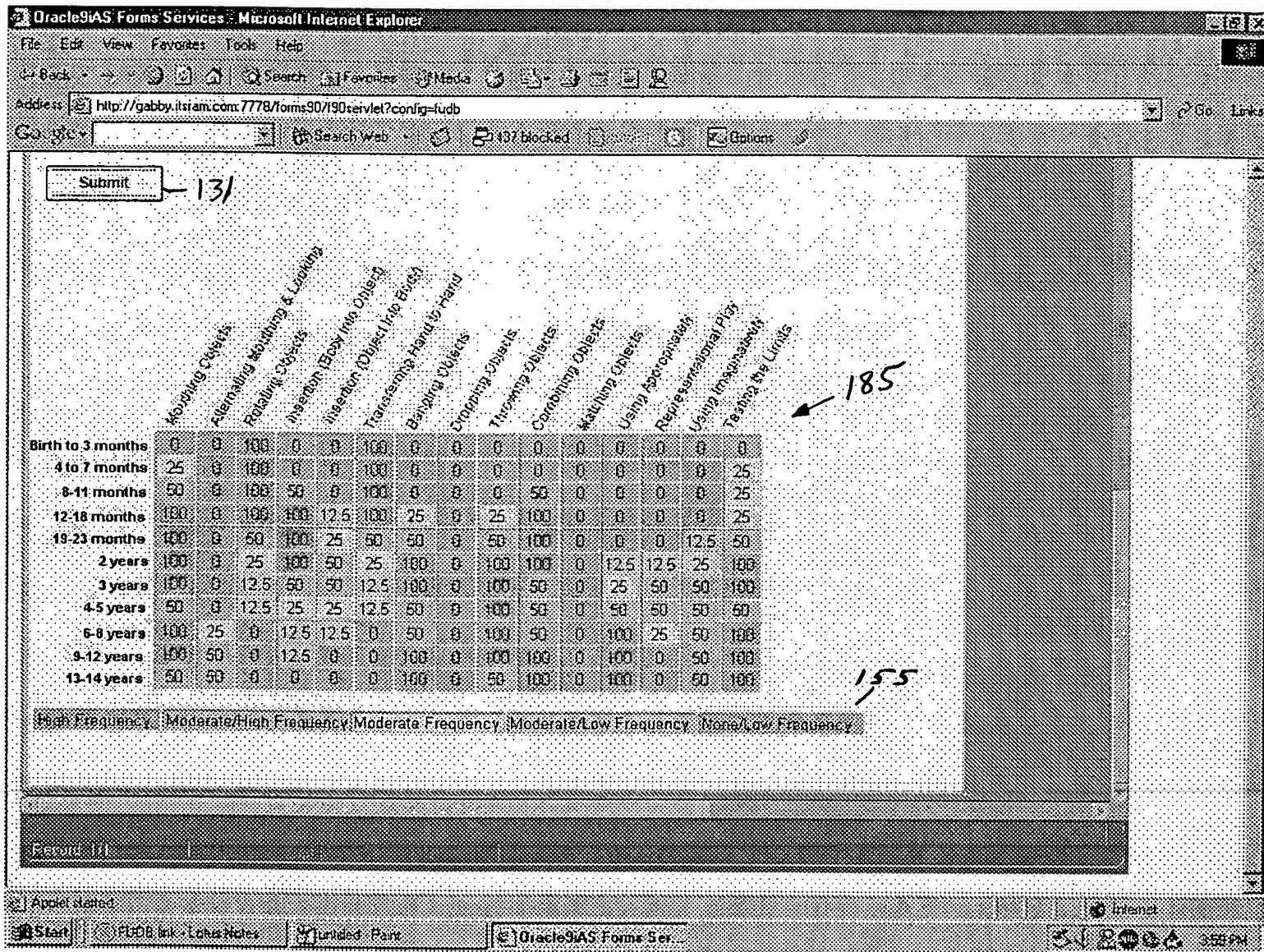


FIGURE 5E

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FIGURE 6A

200

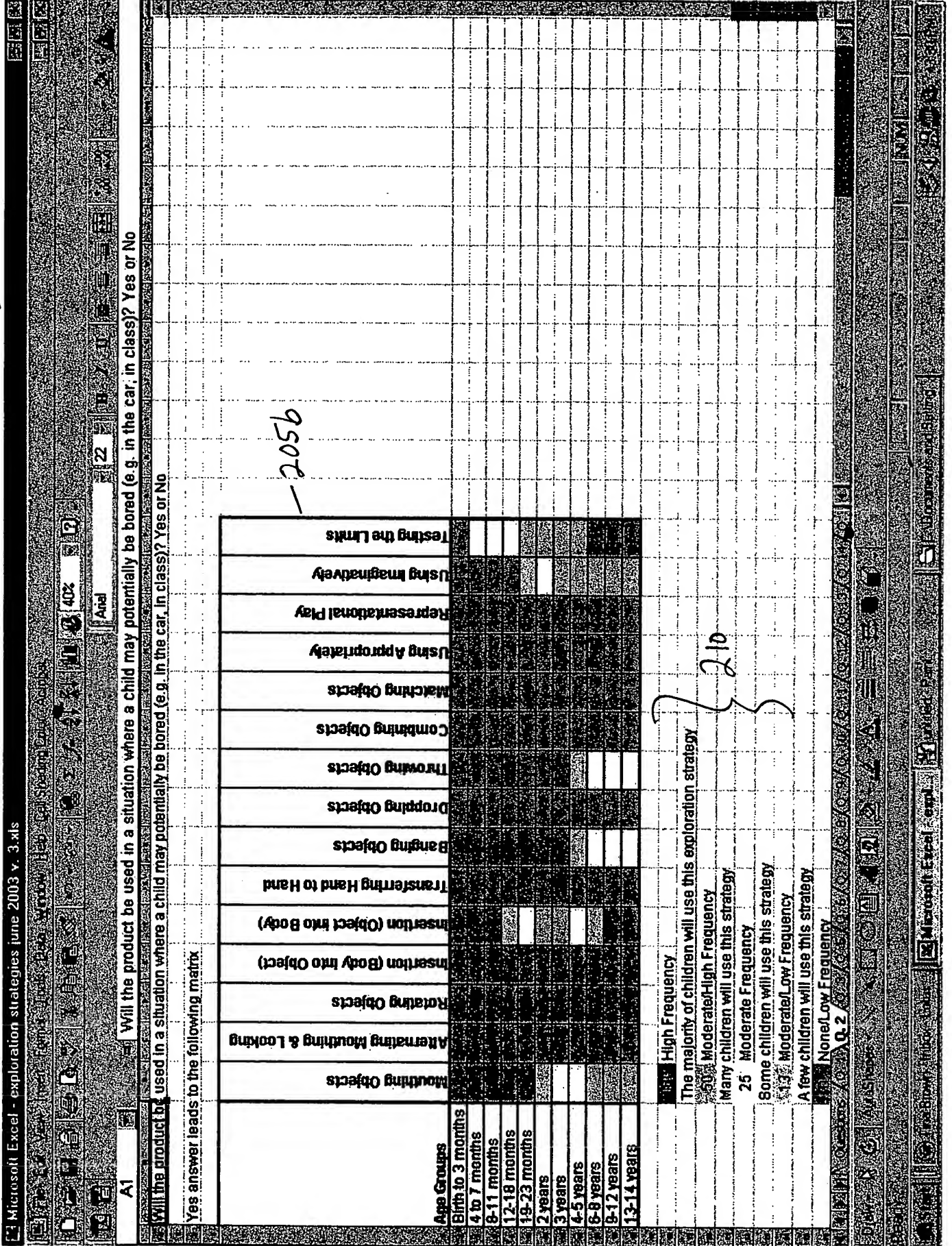


FIGURE 6B

200

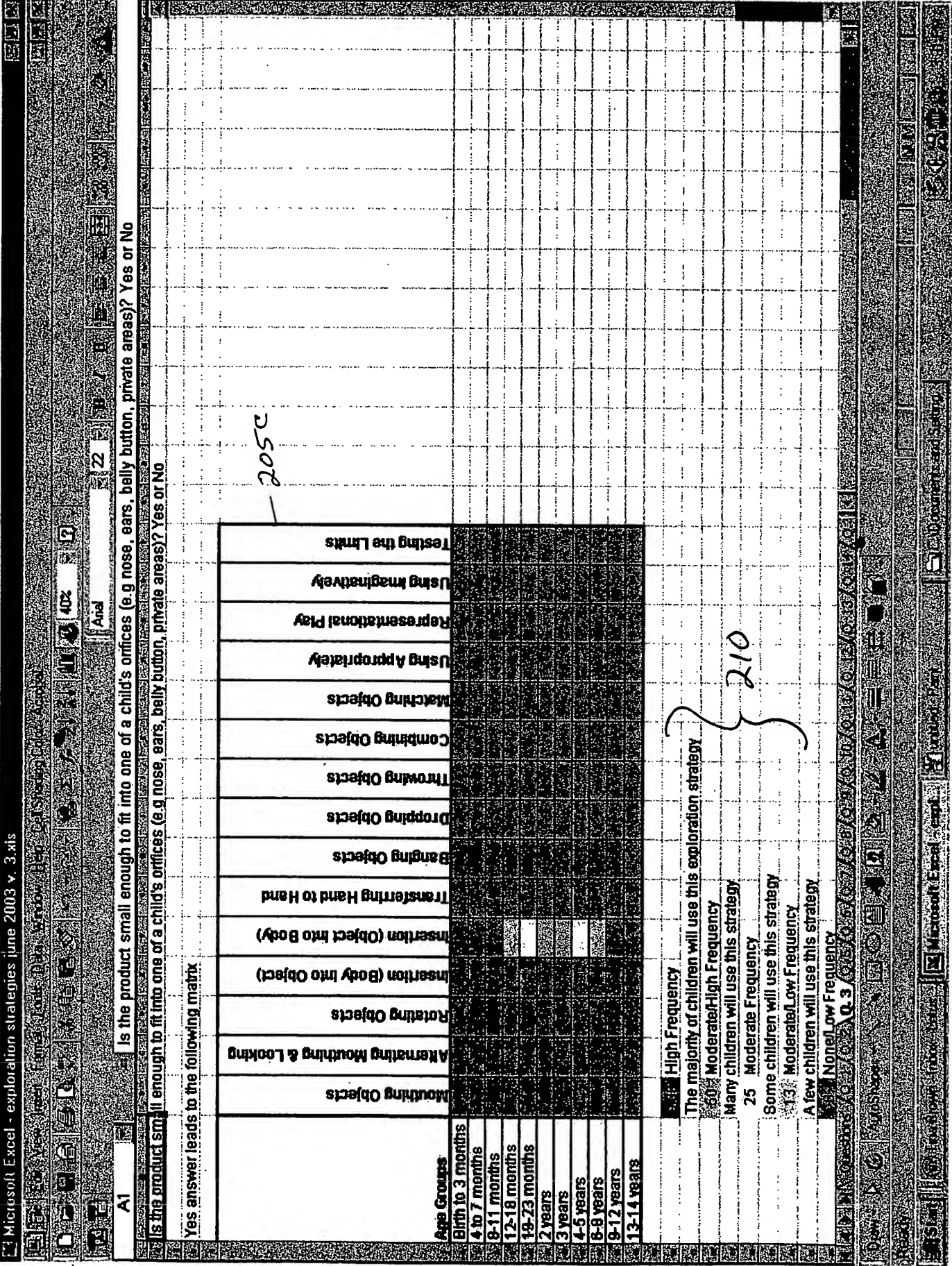


FIGURE 6C

2001

Microsoft Excel - exploration strategies june 2003 v. 3.xls															
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A1 22 Arial															
Does the product have any bumps or textures? Yes or No															
Does the product have any bumps or textures? Yes or No															
Yes answer leads to the following matrix															
Age Groups	Mouthing Objects	Alternating Mouthing & Looking	Rotating Objects	Insertion (Body into Object)	Insertion (Object into Body)	Transferring Hand to Hand	Banging Objects	Dropping Objects	Throwing Objects	Combining Objects	Matching Objects	Using Appropriately	Representational Play	Using Imaginatively	Testing the Limits
Birth to 3 months															
4 to 7 months															
8-11 months															
12-18 months															
18-23 months															
2 years															
3 years															
4-5 years															
6-8 years															
9-12 years															
13-14 years															
High Frequency															
The majority of children will use this exploration strategy															
Moderate/High Frequency															
Many children will use this strategy															
25 Moderate Frequency															
Some children will use this strategy															
Moderate/Low Frequency															
A few children will use this strategy															
None/Low Frequency															
0.4															
Don't ask this again, take from attractiveness information!															
P502															

FIGURE 6D

議

Is the product large enough that a small child could potentially climb inside of it (e.g. cupboards, toy box, large container)? Yes or No

Is the product large enough that a small child could potentially climb inside of it (e.g. cupboards, toy box, large container)? Yes or No

Yes answer leads to the following matrix

[illegible]

-205e

High Frequency

The majority of children will use this exploration strategy

50 Moderate/High Frequency

Many children will use this strategy:

25 Moderate Frequency

Some children will use this strategy

13. Moderate/Low Frequency

A few children will use this strategy

None Low Frequency

55

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FIGURE 6E

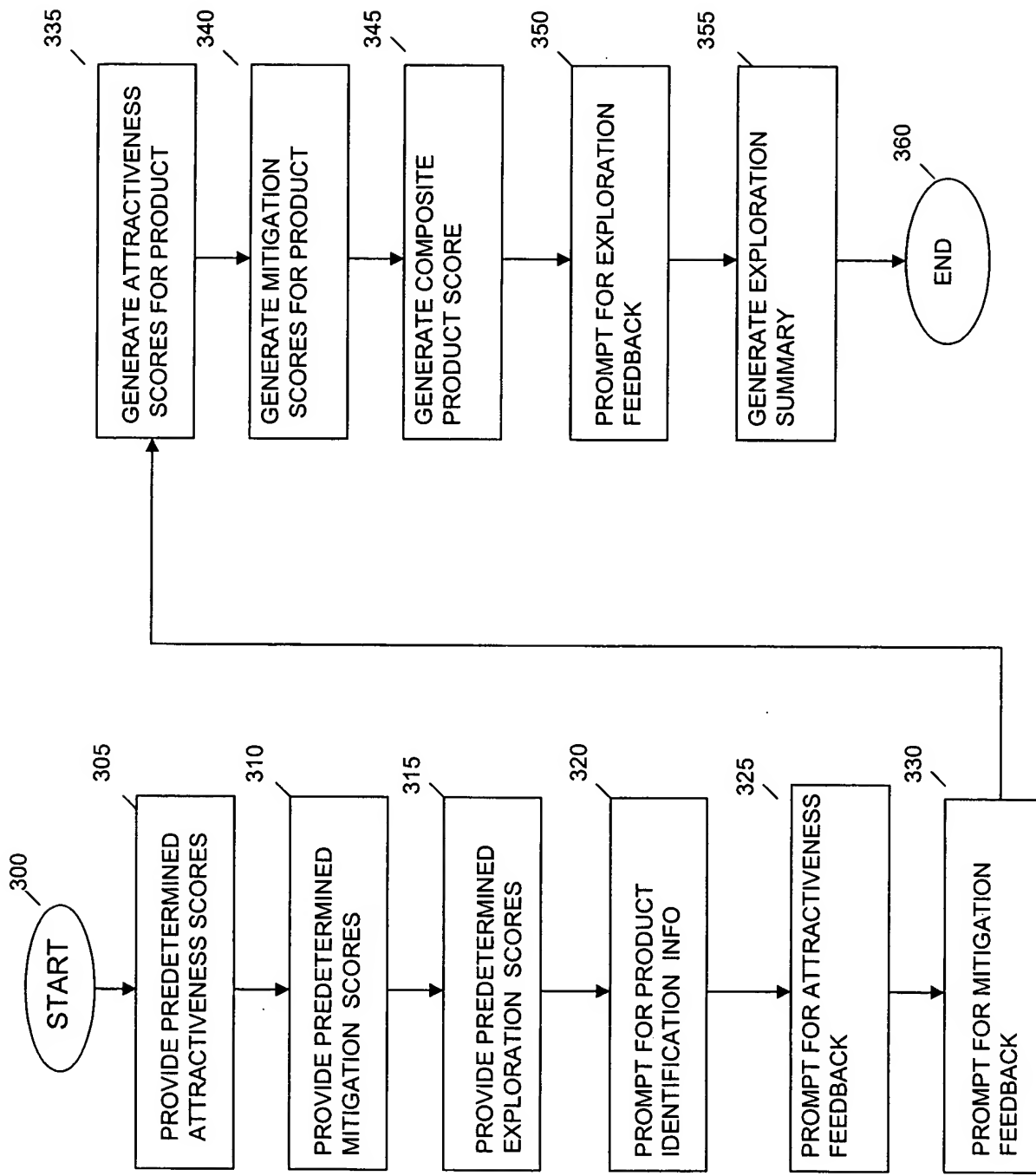


FIGURE 7